CENTRE FOR ENTREPRENEURSHIP, UNIVERSITY OF OTAGO

PhD scholarship for a project on international entrepreneurship/international business

- This scholarship is available for three years 2014 to 2017.
- The amount is for 25,000 NZ dollars tax free plus fees each year for full time study towards a PhD at University of Otago, School of Business in the Centre for Entrepreneurship.

Selection Criteria:
The applicant will need to satisfy the requirements for PhD candidates at the University of Otago. Please refer to the School of Business website for details.

Application Information:
Entry to the PhD programme at the University of Otago is competitive. The first step is to supply the following information:

- A certified copy of your full academic record (i.e. all the papers you have studied and your record of achievement in these).
- Details of the research you undertook during your Masterate; a copy of the summary and conclusions chapter is often helpful, and we may ask you to supply a PDF of your full thesis and any publications that arose from it.
- International students must also supply evidence of their performance in IELTS (we require students to have an IELTS score of at least 7.0 overall and, in normal circumstances, 7.5 (and no less than 7.0) for the Writing component).

Please do not send details of your secondary school education or copies of references. If we require this information, we will request it from you. Please send only the documents outlined above to the following email address: sylvie.chetty@otago.ac.nz

Application deadline: 1 March 2014

This PhD scholarship is funded by a Marsden Grant commencing 1 March 2014. The topic for the PhD will be related to the following research project:
Marsden funded research project from March 2014 to March 2017

**Principle Investigator:** Professor Sylvie Chetty

**Topic:** Entrepreneurial Networking and Foreign Market Entry Decision Making

The purpose of this project is to adopt recent advancements in entrepreneurship theory to better understand the decision paths of small and medium sized enterprises (SMEs) in their efforts to penetrate global markets. While entrepreneurship is considered in many countries to be an important way to create employment and socio-economic and technological progress, we have little theoretical understanding of how entrepreneurs make decisions about which foreign markets to enter. We use an emerging theory from entrepreneurship- effectuation- as well as theories about the internationalisation process and social and business networks from the international business literature. These theories form the foundation of our qualitative research aimed at developing new conceptual insights and hypotheses about SME pre-internationalisation.

We then conduct quantitative research to test our hypotheses using a large cross-country sample of SMEs in New Zealand and Australia. This study advances theory development in both entrepreneurship and international business. It provides managers and policy makers with new paradigms for boosting exports by encouraging non-exporters to enter international markets and inexperienced exporters to improve their internationalisation capabilities. As entrepreneurs gain more knowledge about foreign markets they increase their international sales and subsequently foster opportunities for employment growth.